Training Collateral Duty PAOs

APR 14

CNSP Public Affairs Office

Something to think about…

A journalist and a photographer are having a conversation about each others work one day in the office.

“Wow, that was a great photograph you took the other day,” said the journalist. “You must have a really good and expensive camera!”

The photographer smiled.

“Thanks,” said the photographer. “I read your story and it was really good too! You must have a really good and expensive computer!”

Today's Topics

- The basics of news photography
- Common mistakes of CDPAOs and photographers
- Rule of thirds and depth of field
- Using props to help tell the story
- Examples of good photos and bad photos
- Caption Writing
- VIRINs and how to submit photos
- Fleet/force best practices

PAO Photography Basics

- An expensive camera doesn’t mean a better photograph
- Photos should tell a story or support a story
- Very few stories should be submitted without a photo
- Use JPG format for submitting photos
- Don’t use filters or special effects (unless graphic)
- Try not to crop the photo in Photoshop, Word, etc.
- Standard resolution for photos is 300 dpi

Typical Mistakes of CDPAOs and Photographers

- People are staring at or posing for the camera
- The photo is taken from too far away
- There are too many people in the photograph
- Subjects don’t represent the Navy well
- Photo is pixelated due to low resolution (300 dpi)
- Too dark – the built-in flash is good for 12 feet away
- Subject is right in the middle of the photo (rule of thirds)

Photography Tips

- Attention to detail (no pens in pockets, sunglasses)
- Haircuts and proper uniform
- Make sure you get insignias/rating badges
- Background uncluttered
- Look for safety hazards
- Relaxed pose, but not lazy or slouching
- Look for hand gestures (gang signs, etc)

Photo Composition:

The Rule of Thirds

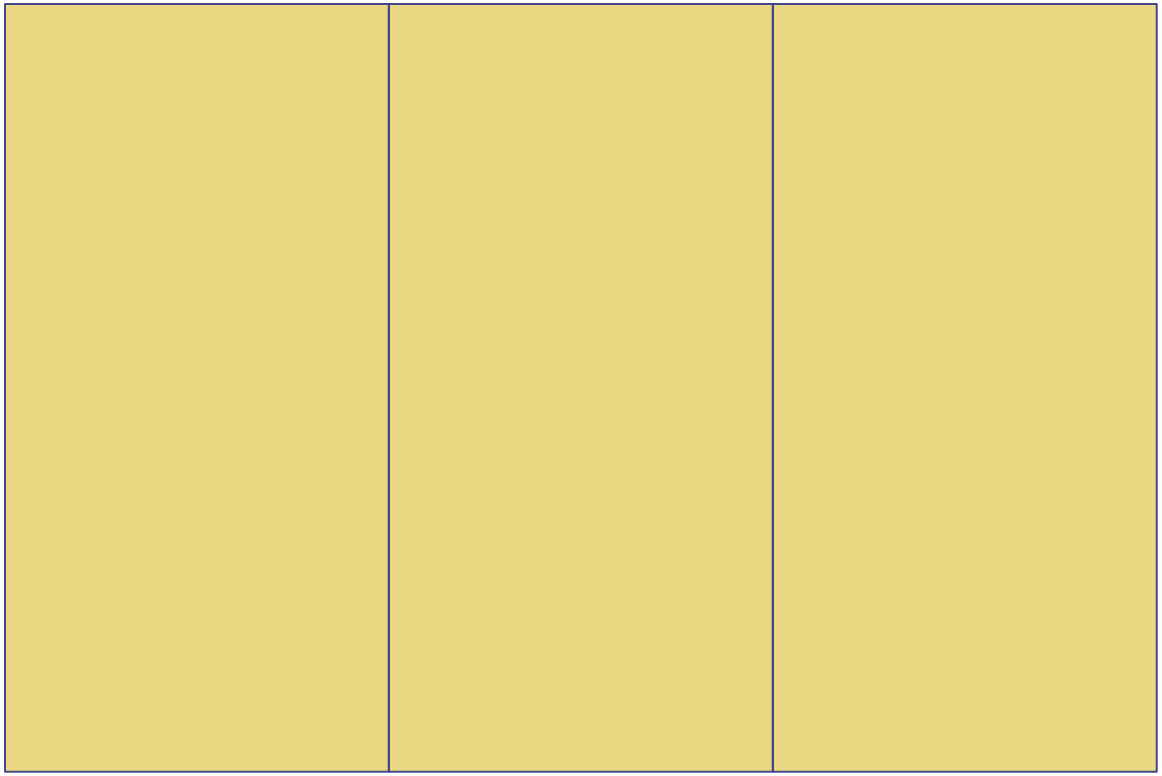

Photo Composition:

The Rule of Thirds

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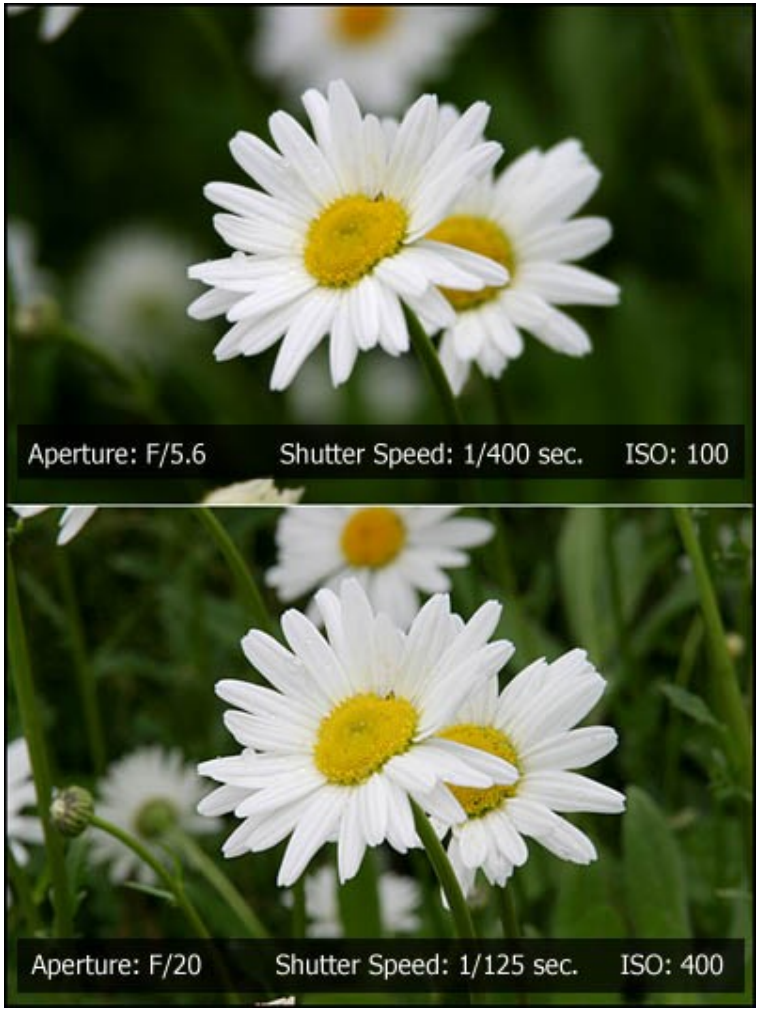
Photo Composition:

The Rule of Thirds

Photo Composition:
Depth of Field – What's in focus?



Shallow Depth of Field

Wide Depth of Field

Photo Composition:

Depth of Field can strengthen photos

 Good Photo

Better Photo ->

Photo Composition:

Use of Props to tell the story

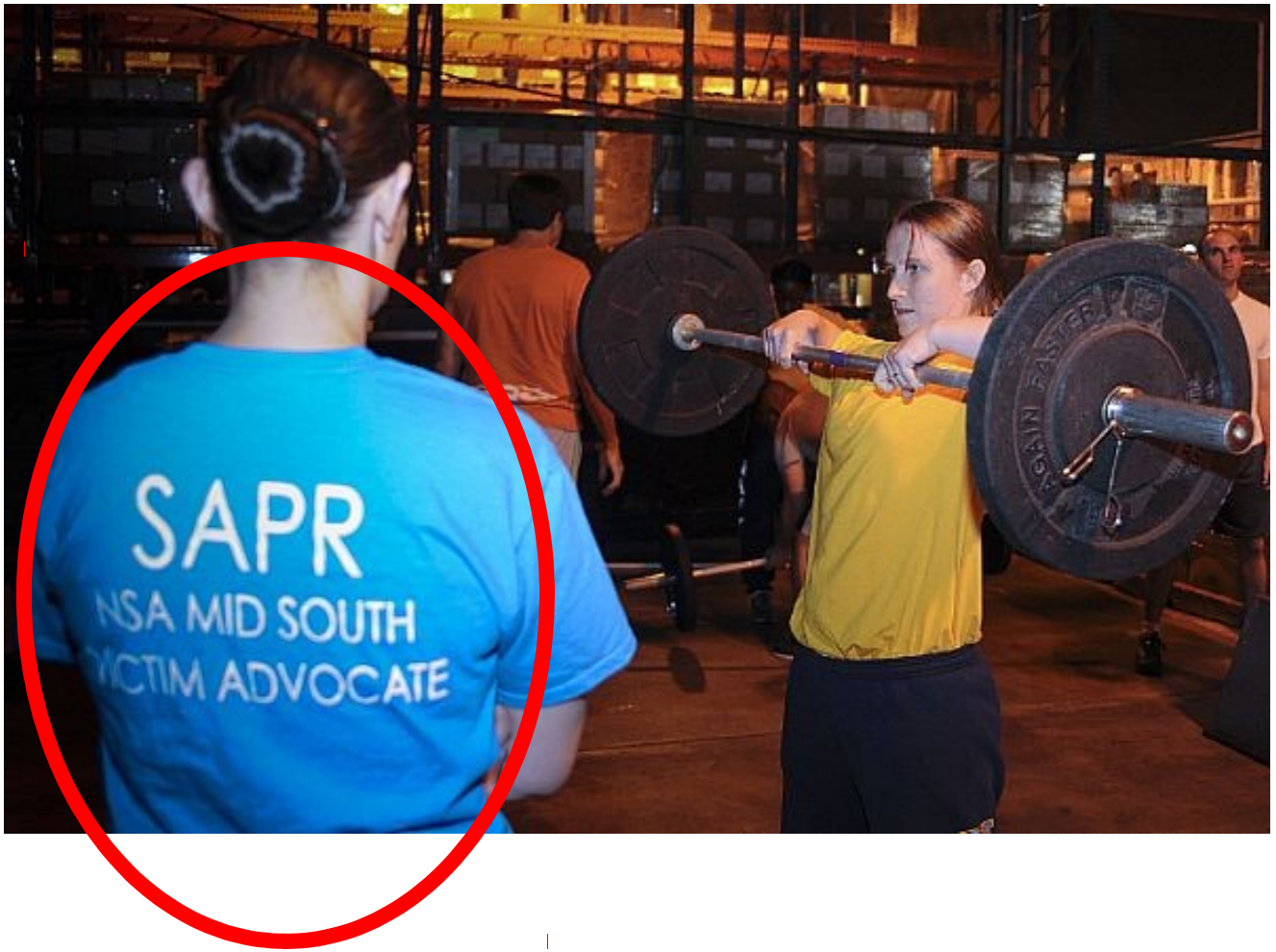


Photo Composition:

Use of Props to tell the story

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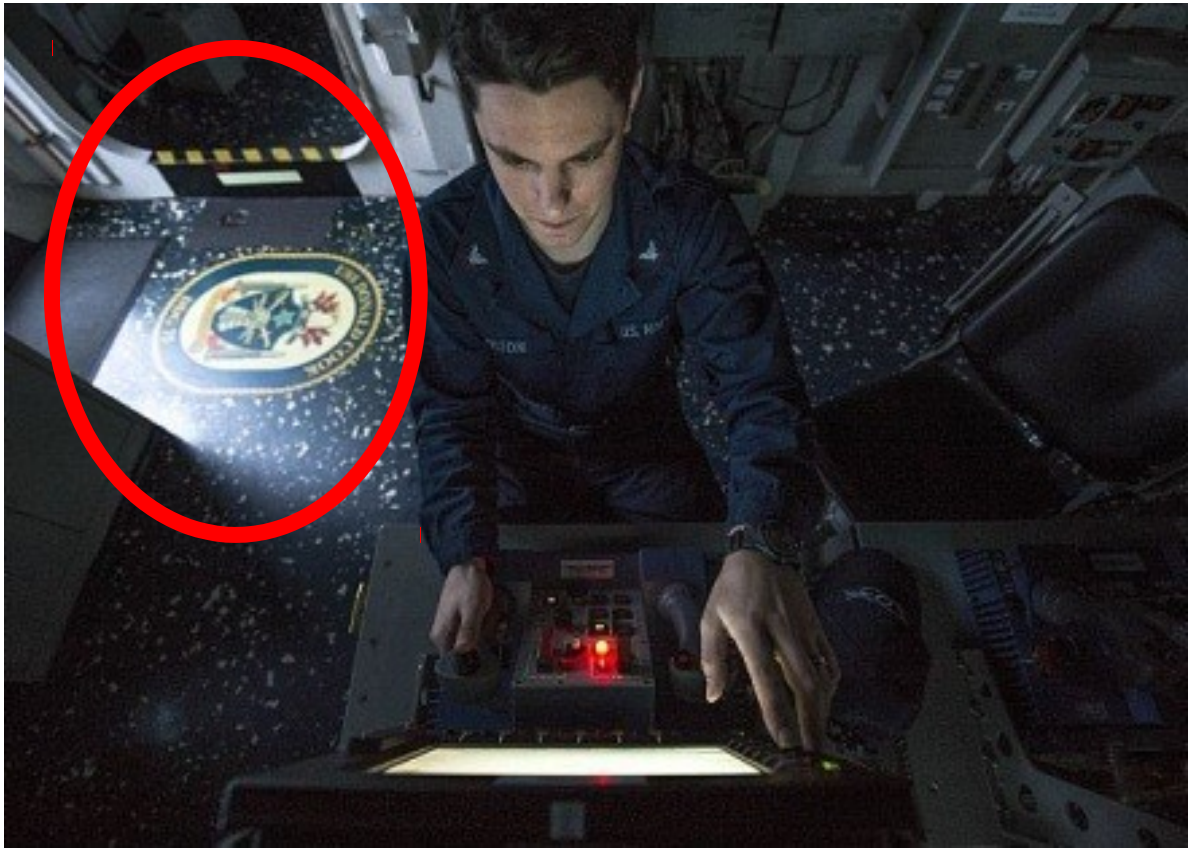

Good Photo

Bad Photo

Good Photo

Bad Photo

Good Photo

Bad Photo

Captions

Note: Captions are always written in present tense when stories are usually written in past (or future) tense.

080202-N-AB123-036 PACIFIC OCEAN (Feb. 2, 2008) The guided-missile cruiser USS Princeton (CG 59) breaks away from the aircraft carrier USS Nimitz (CVN 68) after receiving fuel during a replenishment at sea. The Nimitz Carrier Strike Group is on deployment operating in the U.S. 7th Fleet area of responsibility. (U.S. Navy photo by Mass Communication Specialist 1st Class David Mercil/Released)

Submitting photos and captions

- If you have Photoshop, imbed caption and photographer information in the file info (Not common for CDPAO)
- Submit photos as JPG files with the VIRIN as the file name (140430-N-ZZ999-001). **ZZ999 is the generic**
- Submit captions in a Word document or in an email
- If you CO has you include the photos and captions with the story in a single Word document, that's OK, but still submit the photos as separate JPG
- The larger the file size, the better

What is a VIRIN?

Visual Information Record Identification Number

Field 1 (NNNNNN): The year, month and day the photo was taken.

Field 2 (A): The service affiliation or status of the photographer. Service affiliation or status shall be abbreviated as follows:
N = Uniformed member, civilian or contract employee of the Navy

Field 3 (AANNN): VISION ID consists of two letters and three numbers in that order. The VISION ID is permanently assigned to service members in the visual and public affairs career fields. Personnel should go to https://vipro.defenseimagery.mil/ and follow the instructions on the web site to obtain their VISION ID. For questions about the VISION ID, or problems registering for the VISION ID, contact DIMOC Customer Support at 1-888-743-4662 or DSN 795-9872 or click on the customer service link at http://www.defenseimagery.mil

Field 4 (NNN): The approximate order in which each photo was taken by the person identified in Fields 3 and 4 on the day identified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. Field 4 of the VIRIN shall reflect the approximate order of the photographs taken on a given day, without regard to variables such as media (e.g. digital or film), so that no two photographs are assigned identical VIRINs.

Getting a VIRN

- If you are a CDPAO or ship's photographer you should get a VIRN
- VIRNs are unique and will last forever
- To register, https://vipro.defenseimagery.mil
- Generic VIRIN is always 140430-N-ZZ999-001
- For the last three numbers, recommend starting with ship's hull number (**057**, 058, 059 or **111**-112-113) since other people may start may start with 001

Force Best Practices

- Consider naming a collateral duty photographer(s)
- One DDG on the San Diego waterfront has a “Photo Division” manned by Sailors who enjoy photography in their spare time
- Make sure your photographer(s) know the basics
- Attend the NPASE West photography course.
- Imitation is sometimes the best way to learn photography, so view photos on www.navy.mil and attempt to duplicate them on your ship

Commander Naval Surface Force, U.S. Pacific Fleet

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Cobra Gold 2014

Fifth Fleet

GWCSG 2013

Koa Kai 2014

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TOP STORY

USS Bonhomme Richard

apan - The forward-deployed amphibious assault ship USS
ne Richard (LHD 6) conducted an ammo on-load in preparation for
patrol.

LATEST NEWS

Bonhomme Richard Completes Maintenance Availability
SASEBO, Japan - Sailors assigned to the forward-deployed amphibious assault ship USS Bonhomme Richard (LHD 6) completed a three-month maintenance availability period.

Damage Control Drill aboard USS Shiloh
SEA OF JAPAN - Sailors assigned to USS Shiloh (CG 67) perform damage control procedures during a drill aboard the ship.

USS Denver Departs For Deployment
SASEBO, Japan - Amphibious transport dock ship USS Denver (LPD 9), departed Sasebo, Japan for deployment in 7th Fleet Area of Responsibility.

Multi-ship Exercise Koa Kai Gets Underway Near Hawaii
PEARL HARBOR-HICKAM, Hawaii - Seven Hawaii-homeported surface ships and two San Diego-based surface ships will participate in the integrated maritime exercise Koa Kai 14-1 near Hawaii starting Jan. 24 and continuing through Jan. 31.

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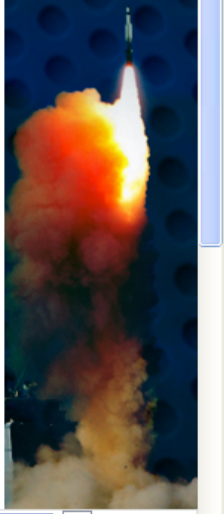

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